

Social Media Accessibility Best Practices

Captions on Videos

If you are uploading videos, add captions to them. You can do this on [YouTube](#).

Alternate Text on Images

Take the time to add descriptive language about any image that you are posting. The goal is to provide the visually impaired with the same or similar experience as someone who is sighted. Below are guides for each of the common social media platforms.

[Twitter alt text guide](#)

[Facebook alt text guide](#)

[Instagram alt text guide](#)

[LinkedIn alt text guide](#)

URLs

Avoid Saying “Click Here” or typing out the entire address. Screen readers read URLs character by character and are not clear on where they are taking them if clicked. Be descriptive. For example,

Instead of putting the link for the log-in page for Northeast State,

https://myne.northeaststate.edu/oauth2/v1/authorize?client_id=okta.2b1959c8-bcc0-56eb-a589-cfcfb7422f26&code_challenge=B55X9UyMy5A_h0t0fAH-f_vfRmzqKpnPybjRUfX-vYI&code_challenge_method=S256&nonce=RjOXxqXCDHlqlE5QkfpkpuFY0fhZ1pdr73E0xP5KAGRy9T32LguwGap4zROudc08&redirect_uri=https%3A%2F%2Fmyne.northeaststate.edu%2Fenduser%2Fcallback&response_type=code&state=fQ8KayEtRoB8gvFYQTVSePQrxDaDj4N8NSX3uNzhvirsKP6vAaHNzdxrB54I7aS6&scope=openid%20profile%20email%20okta.users.read.self%20okta.users.manage.self%20okta.internal.enduser.read%20okta.internal.enduser.manage

Insert the hyperlink with text to display as the [Northeast State login page](#).

Graphics That Have Text Overlay

Do not post fliers unless you are adding a complete description of the information that is included in the fliers. It is essentially an image and information can be lost if there is not a complete description of the flier included in the body of the post and including alternate text.

Avoid Acronyms

Not only are these sometimes difficult to decipher, but they are also not accessible to people with some disabilities. If you are using acronyms, be sure to spell it out before using them.

CamelCase Hashtags/Don't Overuse Caps

CamelCase Hashtags are hashtags where you capitalize the first letter in each word in a hashtag. For example: instead of #bearden, use CamelCase instead: #BearDen. This allows screen readers to read it correctly, as well as makes it clearer to the person reading it.

Special Fonts

Make sure text is clear and legible so that they are easy to read. Text font should be at least 12 point and Sans Serif styles, such as Tahoma, Calibri, Helvetica, Arial, Verdana, and Times New Roman.

[Special Fonts Read by Voiceover](#)

Color Contrast

Use a [Color Contrast Analyzer](#) to make sure you are using colors with high contrast in images and text. This will help ensure compliance with accessibility standards.